

## ABSTRACT

A messaging and alerting service is described. An implementation includes enrolling a customer in the messaging and alert service, storing a list of businesses selected by the customer, storing a customer contact hierarchy list, and contacting the customer according to the contact hierarchy list. The messaging and alerting service enables real-time, interactive alerts to be delivered to customers in the customer's preferred media. In addition, customers may respond to the alerts to provide important directions to a business.

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